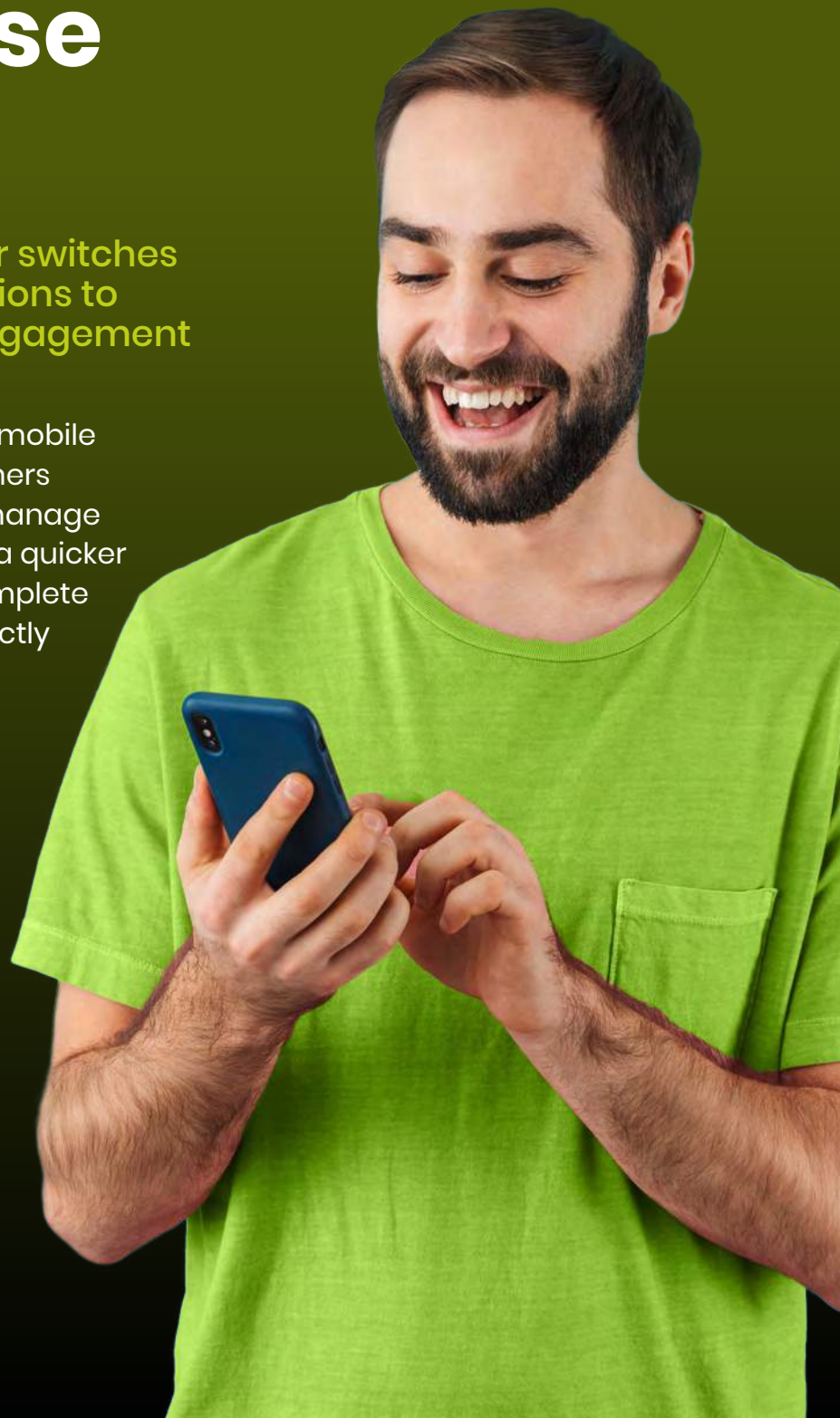


Mobile Apps: Boosting Enterprise Mobility

Leading telco operator switches to mobile-based solutions to enhance customer engagement

An easy-to-use and secure mobile application allowing customers the freedom to effectively manage day-to-day transactions in a quicker manner while keeping a complete track of their spendings directly from their phone through a single platform.



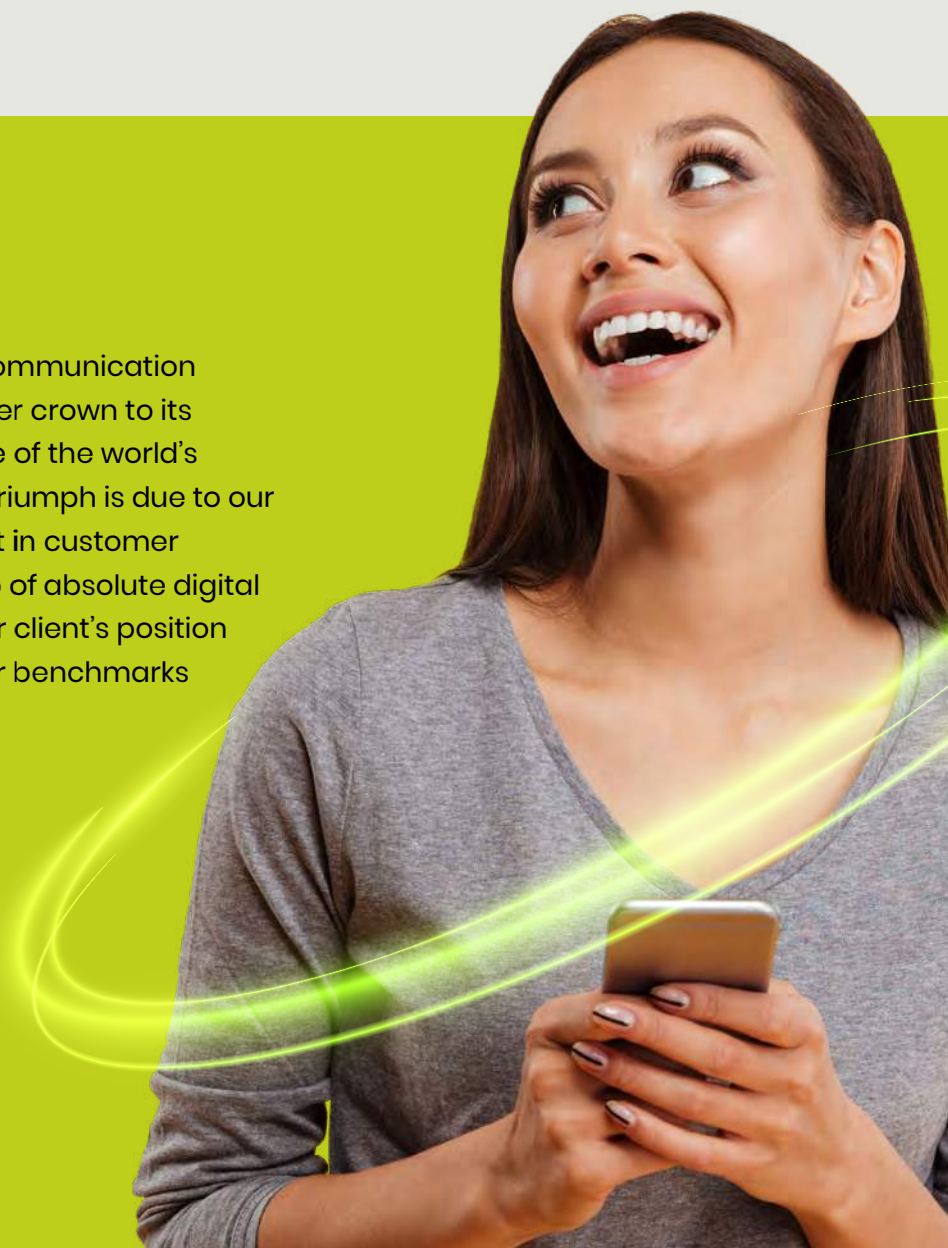
With an extraordinary telecom portfolio, one of the world's leading telco operators has also been crowned as one of the world's strongest telco operators. This accomplishment of a government owned telecom operator has further enhanced its position in offering disruptive telco solutions through digital transformation across the globe.

The success of the said renowned telco operator is highly attributed to the uncompromising efforts made by them with the help of an agile business model. This business model has enabled them to promptly attend to the fast-changing market trends, and ultimately achieve their strategic objectives. Among their strategic objectives, digital transformation bears greater significance.

The telco operator's dedication towards curating customer-focused solutions has gained them higher customer retention while the group continues to honing its telco services to bring more and more convenience to its clientele. To succeed in the said goal, the telco operator onboarded Techvista to mutate a mobile-based solution which renders comprehensive and easy-to-use solutions to end-customers.

Highlights

One of the world's largest telecommunication operators has added yet another crown to its portfolio after joining the league of the world's strongest telco operators. This triumph is due to our client's consistent improvement in customer engagement area with the help of absolute digital solutions that further solidify our client's position while it progresses to set higher benchmarks in the telco industry.



One of the initiatives that contribute significantly to our client's growth is the introduction of a mobile application to boost the customer experience. Techvista's seamless user-centric mobile-application enabled the client's customers to manage their business accounts from anywhere at any time by performing various transactions such as; subscriptions, recharges, data and credit sharing and a lot more through a single app, and of course, with 24/7 support services.

Within a short time span, our client has observed more than 2 million downloads of its mobile application which speaks volumes about not just our client's massive customer-base, but also about the success of this app due to the simple, interactive, and secure interface. Other than this, the mobile application offers:



360-degree account overview



Integration with new developments



A complete coverage of all mobile services



Secure for telco financial transactions



The Challenge

The telco operator was exploring avenues to achieve higher enterprise mobility that could support them in enhancing the customer experience and engagement. The objective was to make the competencies efficient enough to provide unhindered 24/7 support with the integration of new business requirements. With the resolution of such concerns, our client aimed to provide greater customer value and cement stronger bonds with end-customers. The issues could be resolved with a single and highly impactful solution – mobile application.

The telco operator acknowledged the need for a customer-centric mobile app and partnered with Techvista to devise an application that could keep pace with evolving consumer inclinations and market current. Techvista outlined the following plan to build a resolute mobile app for Etisalat:

- Creation of a mobile app compatible with both Android and iOS operating systems to ensure the application is accessible to most users. One of the primary objectives of the mobile app is to provide continuous support to the customers as well as persistent integration of new development.
- The mobile app ought to be focused on serving customers with a single platform providing consumption, subscriptions, and Wasl account recharge management facilities with an additional feature of sharing credit and data with their loved ones.
- The mobile app should be simple and secure that ensures a user-friendly interface so that the customers can navigate through the application easily, hence fulfilling the consumer convenience objective.



Unique Implementation Approach

The introduction of mobile based solutions in our client's services was completely new and since it was being built solely to empower customers to manage their accounts, it had to be free from all the hindrances that could jeopardize the customer-convenience goal.

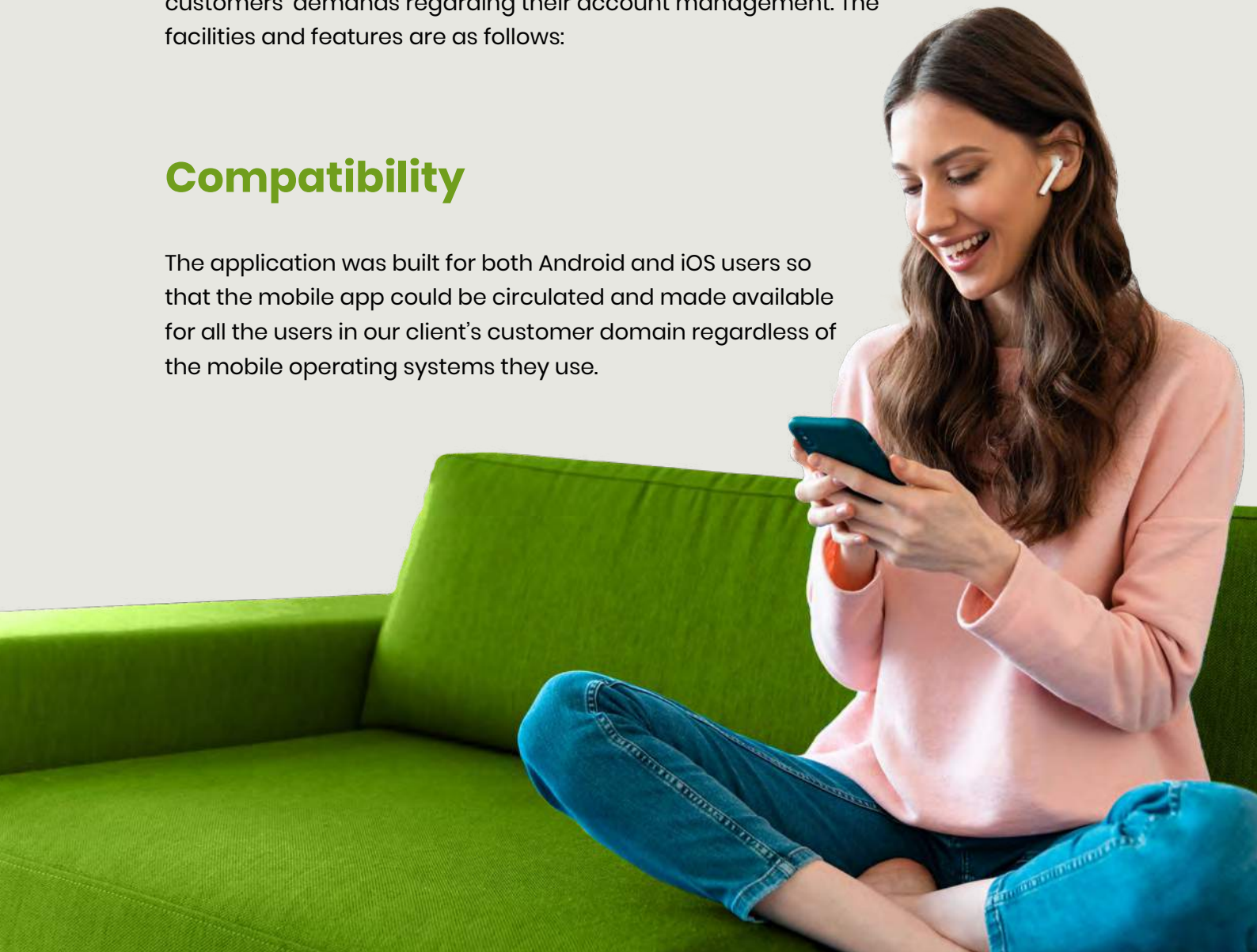
Techvista's dedicated team evaluated the situation meticulously to develop an app entertaining customers regarding all their account management needs.

Implemented Elements

The mobile application served as a one-stop destination that met customers' demands regarding their account management. The facilities and features are as follows:

Compatibility

The application was built for both Android and iOS users so that the mobile app could be circulated and made available for all the users in our client's customer domain regardless of the mobile operating systems they use.



Facilities

The primary objective was to give customers the freedom to utilize their accounts in a way they deemed fit. A telco service user usually must separately pay his bills, subscribe to multiple services, and keep track of their consumption. But with the inclusion of mobile applications, the customers can easily manage:



Consumption



Subscriptions



Recharge Wasl accounts








Credit and data sharing and a lot more through a single app.

Business Outcomes

The user-based simple and secure mobile application generated impressive results for our client as it significantly boosted its customer engagement aspect. The dedicated team of Techvista was able to successfully carve out a solution that made no stones unturned while developing a seamless mobile solution for the telco operator's customers to manage their accounts. The mobile application produced the following results:



 <p>More than 2 million application downloads</p>	 <p>Holistic account management</p>
 <p>Integration with new developments</p>	 <p>A complete coverage of all mobile services</p>
 <p>Secure platform to exercise telco related financial transactions</p>	

The addition of a mobile application in our client's customer services has proven to be vital in augmenting its customer engagement metrics as it has allowed the customers to manage their accounts by themselves. This step has created more transparency for customers as they remain updated about all the activities on their accounts on a single platform and are easily able to manage them anytime from anywhere. This initiative is another testament of the telco operator's unstoppable growth in client-base with higher customer satisfaction ratios.

About Techvista

Techvista aspires and strives to solve complex business problems and present viable and cost-effective solutions to its clients by drawing a clearer picture of their future roadmap, and we do that by digitally transforming their infrastructure. We successfully embed disruptive digital solutions into their existing functionalities and enable them to be the trendsetters in the business landscape – without compromising on the quality and precision of our work. With the help of our innovative project delivery model, we combine the benefits of onsite agility and offshore affordability to provide superior value to our clients. To find out how we can digitally enable your organizations by automating the functionalities to see beyond the horizons and set benchmarks,



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